

*Mari Lindahl*

**Information**  
about

**Westlock**

**The  
FRIENDLY  
TOWN  
of  
ALBERTA**

*Sept. 1948*

Pm  
971.239  
W529U

**General Stores**

Red and White Store S.A. Lindahl  
Lindahl's Dept. Store P.F. Conkin  
Westlock Mercantile W. Lutsky  
Pembina U.F.A. Co-Op G.H.D. Wilson, Mngr.

**Hardware Stores**

Westlock Hardware J.P. Renaud and Sons  
Hunter's Hardware J.E. Hunter

**Garages**

General Motors Garage H. Doherty  
Ford Garage H. Ray Hide  
Westlock Garage E.T. Leake  
Brooks Garage A. Brooks  
Red Head Garage E. Miller and R. Willcock  
White Rose Garage C. Campo  
Co-Op Gas and Oil R.C. Ponting  
Purity 99 Station H. Kipp  
Dodge Garage F. Merryweather  
Westlock Auto Body Shop L. O'Donnell and G. Kramps

**Implement Dealers**

I.H.C. D.C. Fender  
John Deere F. Merryweather  
Massey Harris W.H. Glover  
Case Implements J. Blacklock  
Minneapolis Moline H. Doherty  
Ford and Ferguson H. Ray Hide  
Cockshutt J.P. Renaud and Sons

**Meat Markets**

Westlock Locker Service S. Dykstra  
Westlock Meat Market J. Murfitt

**Drug Stores**

Torrie's Drug Store D.M. Torrie

**Bakeries, Pastry Shops**

Westlock Bake Shop Miss M. Hunt  
The Pastry Shop Miss S. Mehr  
Westlock Bakery J. Roch

**Barber Shops and Beauty Parlors**

Zacek's Barber Shop A. Zacek  
Pete's Barber Shop P. Haydamack  
Westlock Beauty Parlor Mrs. H. Catherwood  
Ideal Beauty Parlor Mrs. Louise Vandresar  
Pauline's Beauty Shop Miss P. Lefebvre

**Blacksmith**

E. Missal

**Gift Shops**

Rainbow Gift Shop Mrs. B. Kemp

**Real Estate and Insurance**

C.C. Curlett  
C.H. Daly  
T. Griswold  
F. Neilson  
C.A. Roulston  
R. Smith

**Cafes and Restaurants**

Johnny's Cafe S. Berezon  
Clarke's Cafe W. Clarke  
Westlock Hotel R. Anselmo  
Union Cafe

**Lumber Yards**

Beaver Lumber  
Ricard's Lumber Yard

W.J. McCullough, Mngr.  
G. Ricard

**Coal and Wood**

L. Loree  
F. Wood  
H. Kipp  
Crone Bros.

**Cartage**

C.W. Anderson  
Crone Bros.  
F. Wood

**Printers and Publishers**

The Westlock Witness

**Shoe Stores and Repair**

Westlock Shoe Repair  
Westlock Shoe Parlor

**Doctors and Dentists**

Westlock Clinic

**Medical Arts**

Dr. S. Sands, Dentist  
Dr. G. Robertson, Dentist

**Oil and Gas Distributors**

Imperial Oil Products  
British American Oil Prod.  
Lion Oils  
Canadian Oils  
Maple Leaf Prod.

J.P. Wodelet and Son  
D. Roberts  
R. Wharton and C. Langille  
J. Forbes  
Pembina U.F.A. Co-Op

H.E. Martin

F. Thibault  
Mrs. W. Backman

Drs. G. Whissell, F. Wood-  
man, L. Giroux.  
Drs. L. Kickham, T. Garrison

**Ladies Wear**

Bentley's Ladies' Wear

Mrs. A. Bentley

**Jewellery Stores**

A.G. Walker  
W. Beauchamp

**Optometrist**

A.G. Walker

**Electrical, Radio Stores**

Westlock Electric

M. Lajarise

**Seed Cleaning Plant**

Alta. Seed Growers Assoc.

E.G. Wood, Mngr.

**Lawyers, Barristers**

L.R. Tellier  
E.W. Stutchbury

**Elevators**

Alta. Wheat Pool  
Alberta Pacific Grain Co.  
Pioneer Grain Co.  
Searle Grain Co.  
United Grain Growers

R. Beairsto  
C.S. Kirby  
G. Boyd  
J. Fraser  
M.M. Watt

**Dairies, Creameries**

Northern Alta. Dairy Pool

R.J. Perrin, Mngr.

**Churches**

Westlock United Church  
St. Mary's Catholic Church  
St. Phillip's Anglican Church  
German Lutheran Church

Rev. John S. Clarke  
Rev. Fr. Rooney  
Rev. D.V.A. Browne  
Rev. A. Wahl

## Westlock is Busy Friendly Town

There is real justification for the belief that Westlock offers present and prospective businessmen and residents location in one of the most progressive and rapidly expanding centres in Alberta.

Located in the middle of a district that has never known a crop failure, and that is providing ever increasing agricultural wealth through new agricultural products such as clover seeds, as well as high grade wheat and coarse grains; and the area also promises to become an oil producing district, as testified by the exten-

sive tests and drilling being undertaken in the area. Indication of the grain potential of the district may be gained through Westlock elevator figures for 1947, showing 205,000 bushels of wheat, 144,000 bushels of barley, and 99,000 bushels of oats, as well as 16,000 bushels of flax going through these elevators alone; not to mention the 4 million pounds of forage seed including alsike, alsawede, sweet clover and alfalfa going through the seed cleaning plant; production of 175,000 bushels of registered farm grain, and expectat-

ion of from six to seven million pounds of clover in 1948.

Honey is becoming a major industry in the area, with an estimated \$100,000 production this year.

More than 110,000 dozen eggs went through Westlock egg grading plant in 1947, and at the creamery 450,000 pounds of butter fat were on record for the past year.

Livestock too, are a major item in the district's economy. Cattle, sheep, and swine are produced in quantity, not to mention poultry. Approximately 1300 head of cattle and 11,500 hogs went to market from the Westlock district last year, representing a value of more than \$550,000.00

Land value in the district may be estimated on the basis of average value for quarter section set at from \$6500 to \$7000.

Mineral resources, in addition to potential oil out-

put, include two coal mines

The population of the town is over the 1200 mark and in the district there are an estimated 8,000 persons for whom the town is a marketing centre. Westlock is 55 miles from Edmonton, on a road that is in the process of being paved.

Communities adjacent to Westlock, with which there is an active and sympathetic bond, include Pibroch, Dapp, Jarvie, Fawcett, Flatbush, Clyde, Picardville, Freedom, Busky, Rochester, Rossington, and Tawatinaw, and many others.

Assets of the town include, in addition to other places of business, a seed cleaning plant, cold storage locker, newspaper, five elevators, medical services, hospital, municipal offices, school division offices, churches, sewer and water services, a creamery, a bank, hotel, Memorial hall, R.C.M.P. barracks,

high school, phone office, bus service, train service, and many other assets.

The Board of Trade recognizes opportunities in town for:

laundry, dry cleaners, a seed cleaning plant, feed mill, liquor store, dining room, men's specialty shop hotel, egg processing plant a dehydrating plant, and many others.

Not only is Westlock the business, health and educational centre for the district, but it is also the social centre. The annual Westlock and District Fall Fair, sponsored by the Agricultural Society, is held here; the annual Sports Day is staged at the Fair Grounds; and the Junior Calf Clubs annually hold an impressive Show and Sale at this centre.

The centre was incorporated as a village in 1913, on land bought from William Lockhart and William Westgate, from whose names the town derives its name. It was incorporated as such in 1946.

Present mayor is Mr. D. C. Fender, Councillors are M. Watt, J. Renaud, E.W. Stutchbury, A. Hollingshead, W. Clarke and H. Doherty.

There are many progressive businesses in town, names of which, with their owners, are found on the reverse side of this sheet.

Busy, progressive and friendly, Westlock is truly the up-and-coming centre of Northern Alberta, located as it is on the new highway to the north and with direct and speedy access to Edmonton.